

Figure 1A

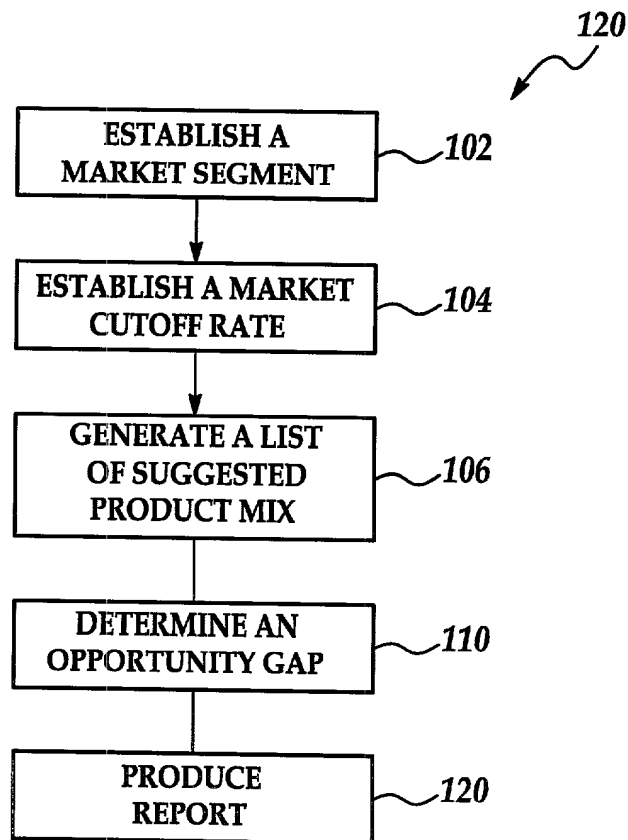


Figure 1B

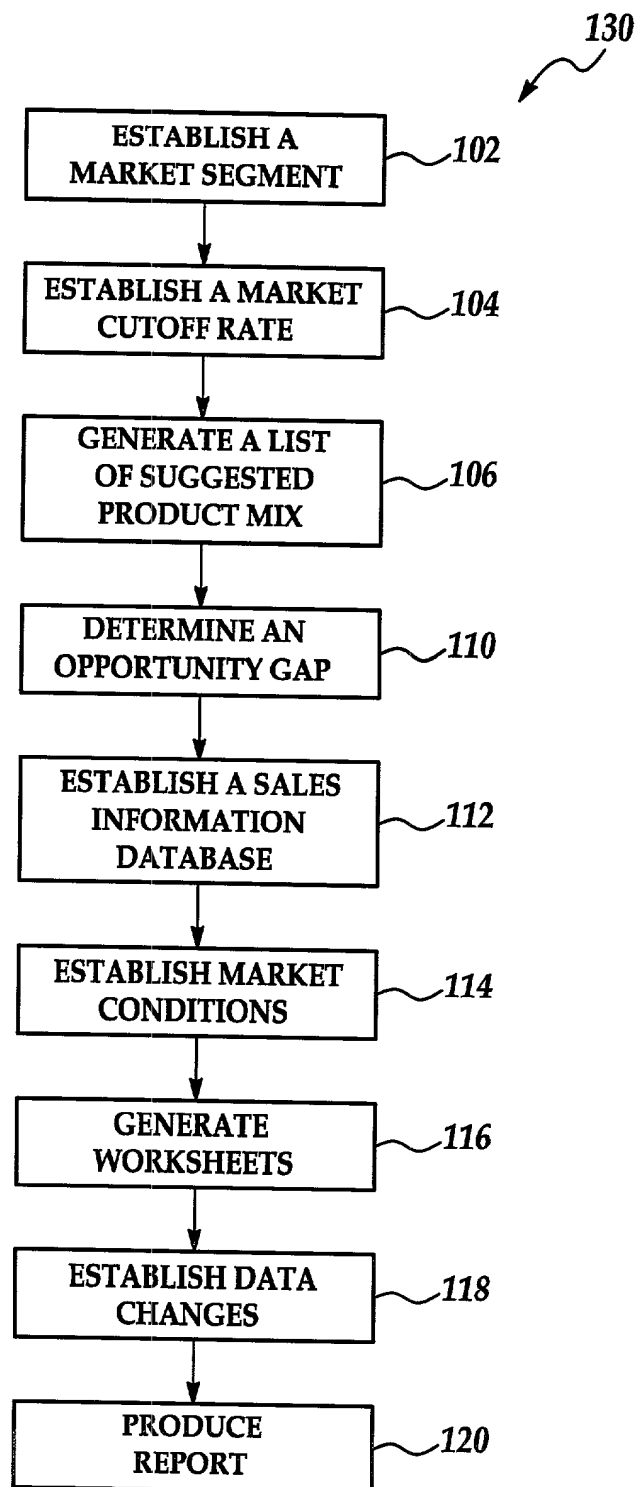


Figure 1C

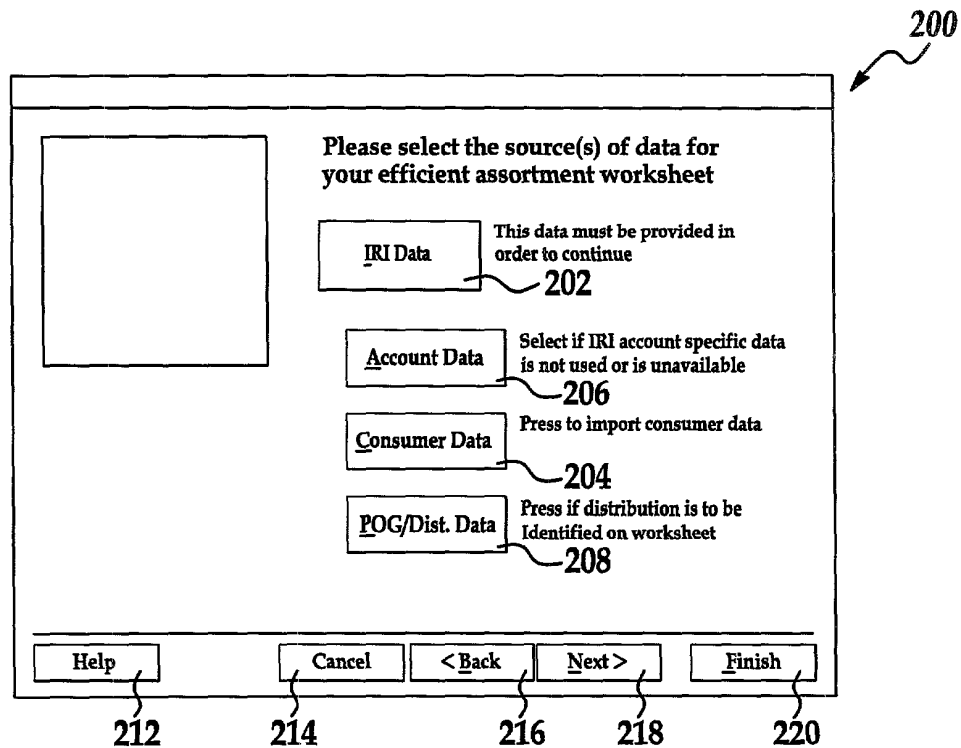


Figure 2

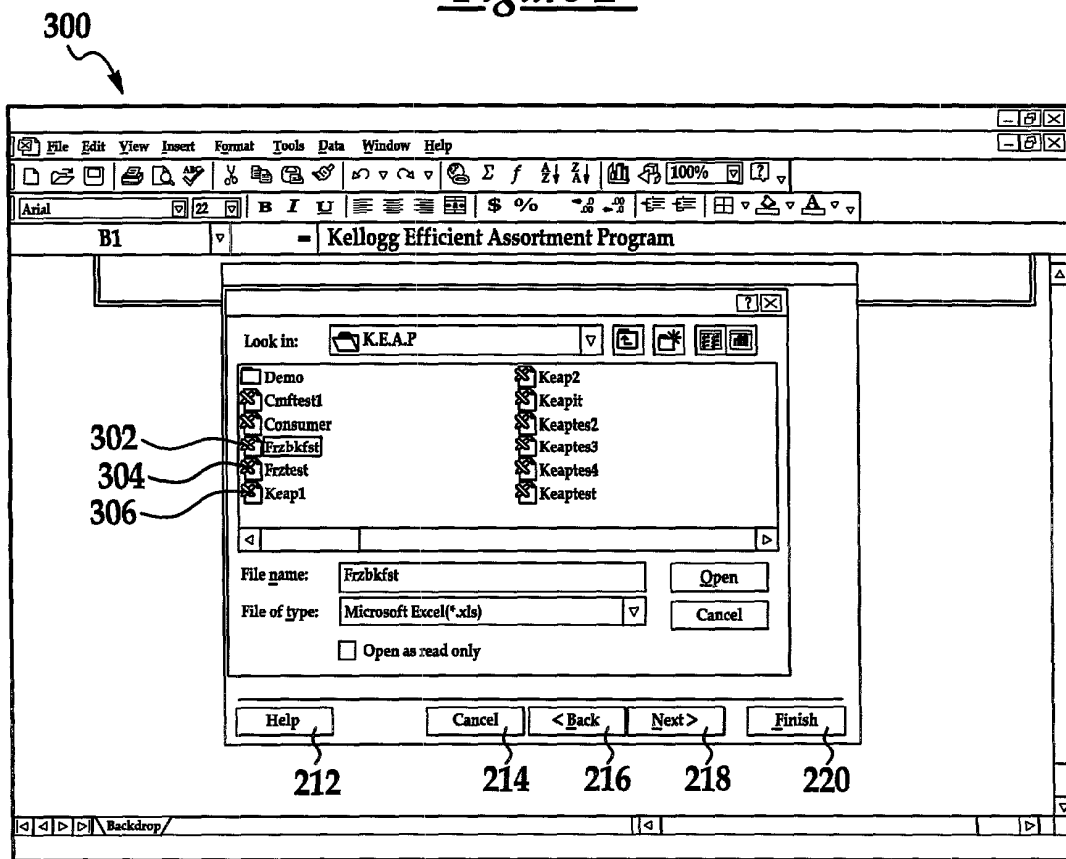


Figure 3

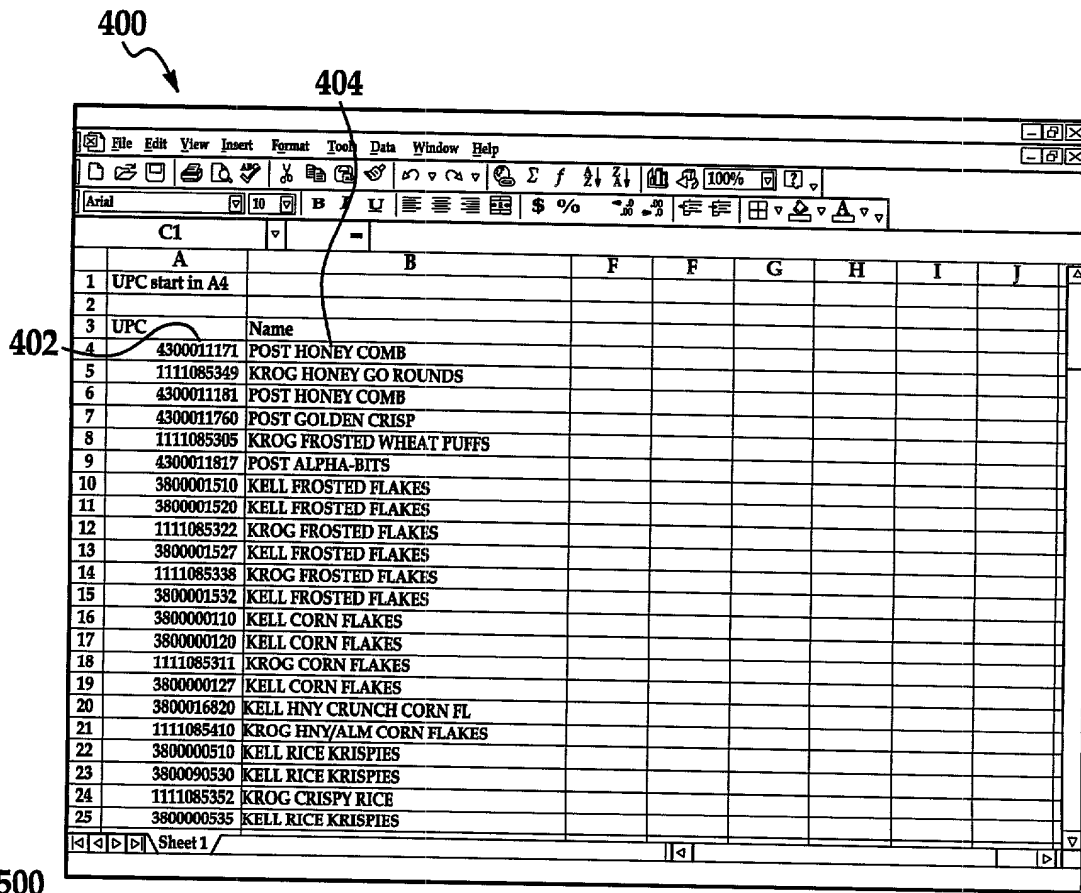


Figure 4

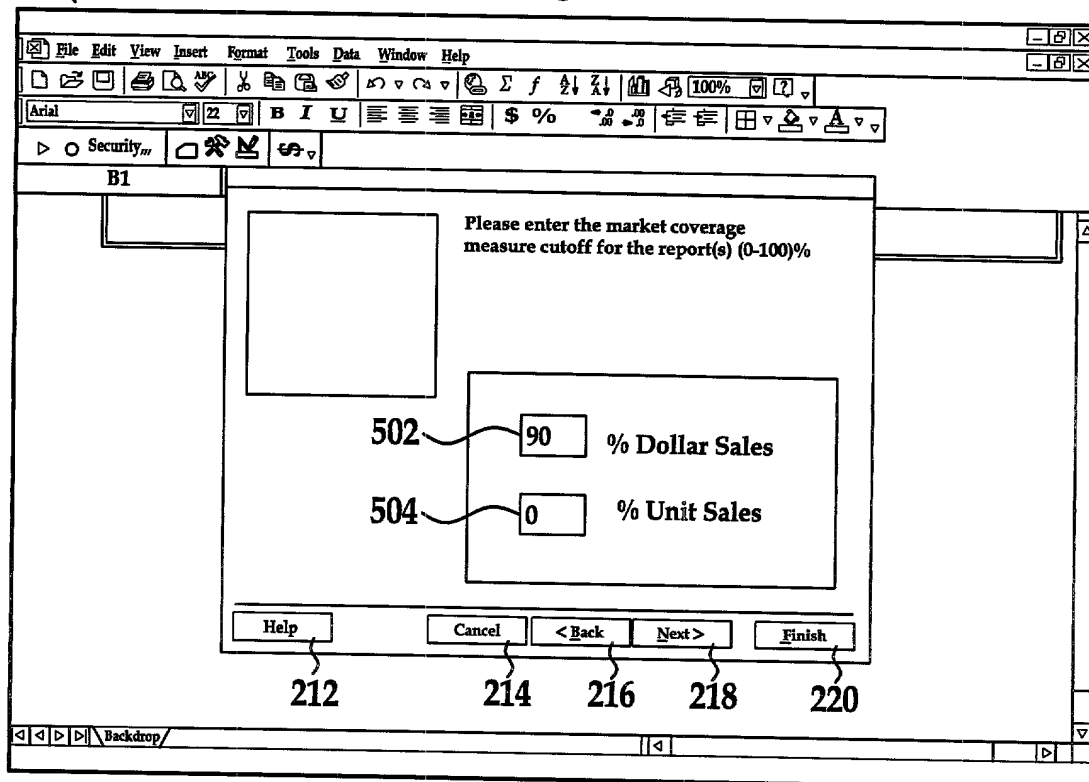


Figure 5

600

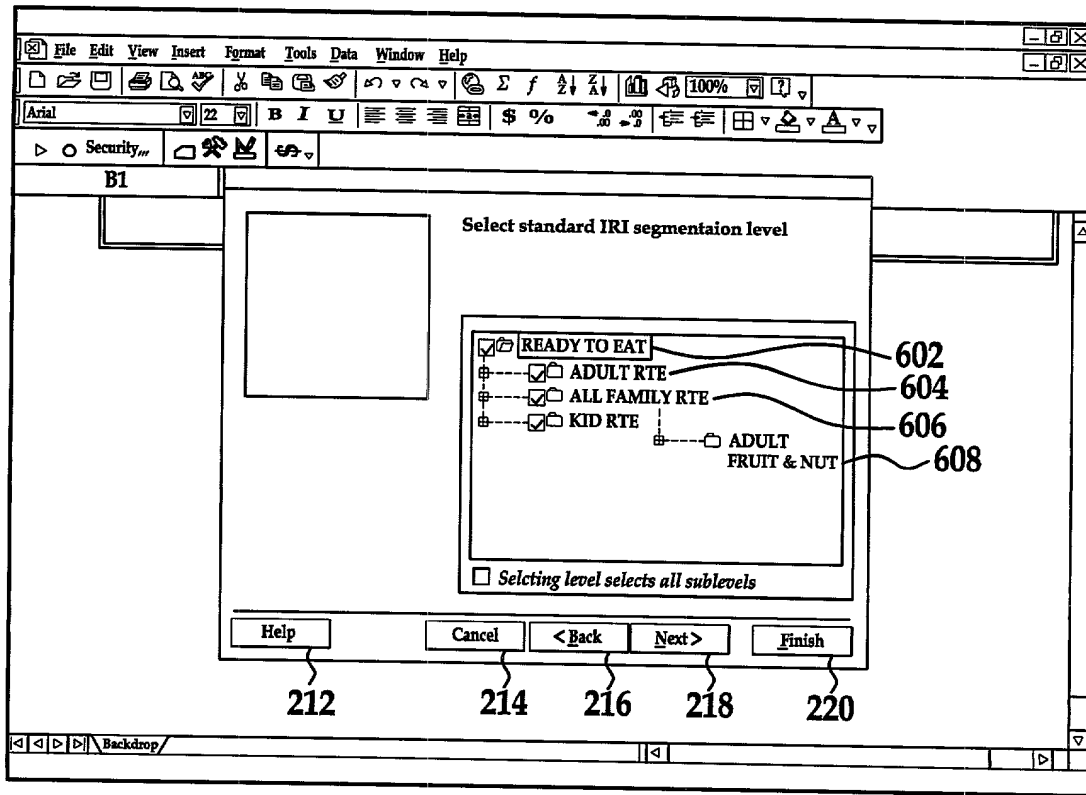


Figure 6

700

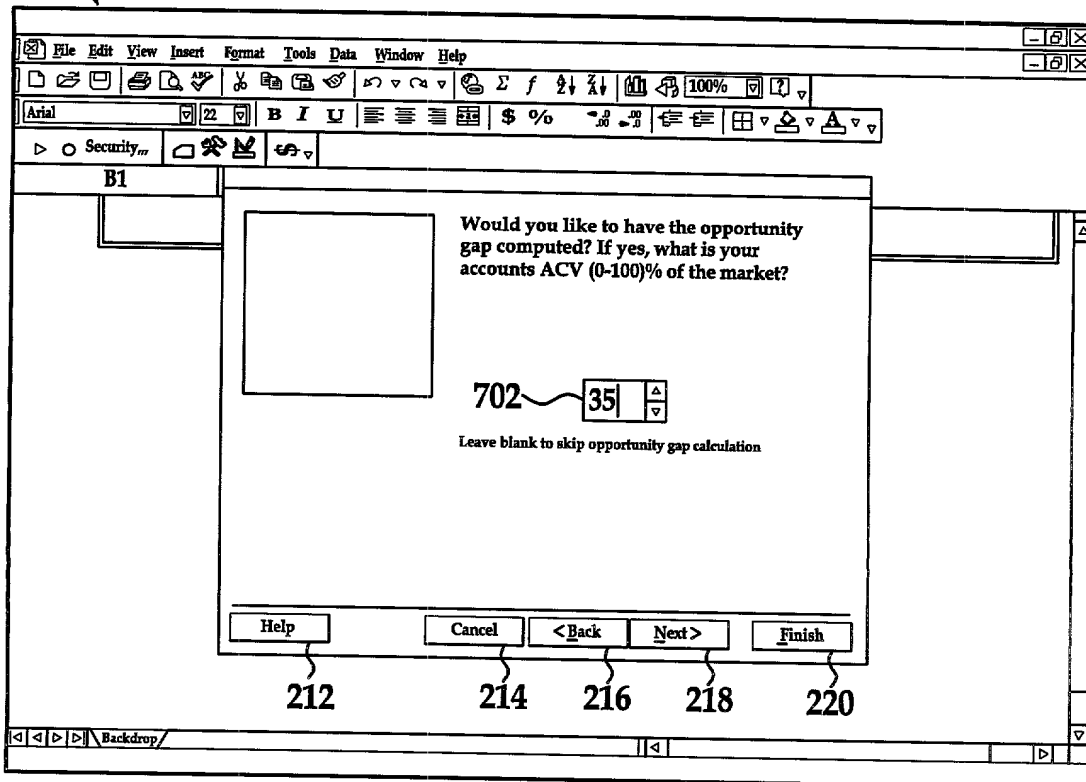


Figure 7

800

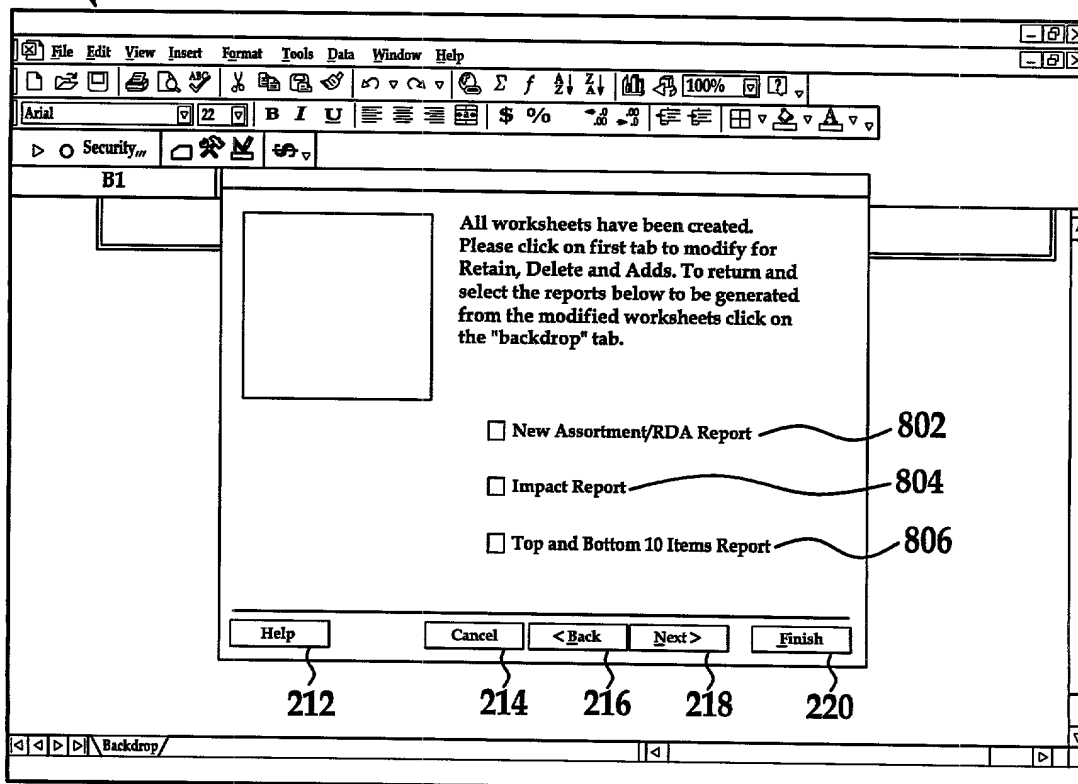


Figure 8

900

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B1 - 3.61219569561514

	A	B	C	D	E	F	G	H
1	Account Worksheet							
2	ADULT FIBER							
3	Item Information Chicago,							
4	902 UPC	904 Item Description	Rank	Average Price (dol/unit)	Dol Sales	Dol sales % Chg YAG	% of Subseg Dol	Cum Dol %
5	ADULT FIBER				\$3,018,602	0.0%		
6	1600065620	G MILLS FIBER ONE 16OZ 65620	1	\$3.61	\$918,110	4.0%	30.4%	30.4%
7	4300018059	POST SHREDDED WHEAT W/BRAN 18OZ 1805	2	\$2.94	\$698,627	-2.3%	23.1%	53.6%
8	3800001411	KELLOGG ALL-BRAN ORIGINAL 18.3OZ 01411	3	\$3.26	\$691,360	3.8%	22.9%	76.5%
9	3800004001	KELLOGG ALL-BRAN EXTRA FIBER 11.4OZ 040	4	\$3.18	\$305,184	-13.9%	10.1%	86.6%
10	3800001302	KELLOGG ALL-BRAN BRAN BUDS 17.7OZ 0130	5	\$3.89	\$176,137	7.1%	5.8%	92.4%
11	4300018032	POST 100% BRAN 17OZ 18032	6	\$3.17	\$123,124	-13.4%	4.1%	96.5%
12	3574215185	HEALTH VALLEY FIBER 7 11OZ 15185	7	\$3.63	\$56,122	-0.7%	1.9%	98.3%
13	4165345678	UNCLE SAM'S WHOLE GRAIN 10OZ 45678	8	\$2.17	\$46,583	49.1%	1.5%	99.9%
14								
15								
16								
17								
18								
19								

ADULT WHOLESOME / ADULT NUTRITIOUS / ADULT FIBER / Backdrop

Figure 9

FIG. 11 is a schematic diagram of a data processing system 1100. The system 1100 includes a processor 1102, a memory 1104, and a database 1106. The processor 1102 is connected to the memory 1104 and the database 1106. The memory 1104 stores data and instructions for the processor 1102. The database 1106 stores data for the processor 1102. The system 1100 is used for processing data and generating reports.

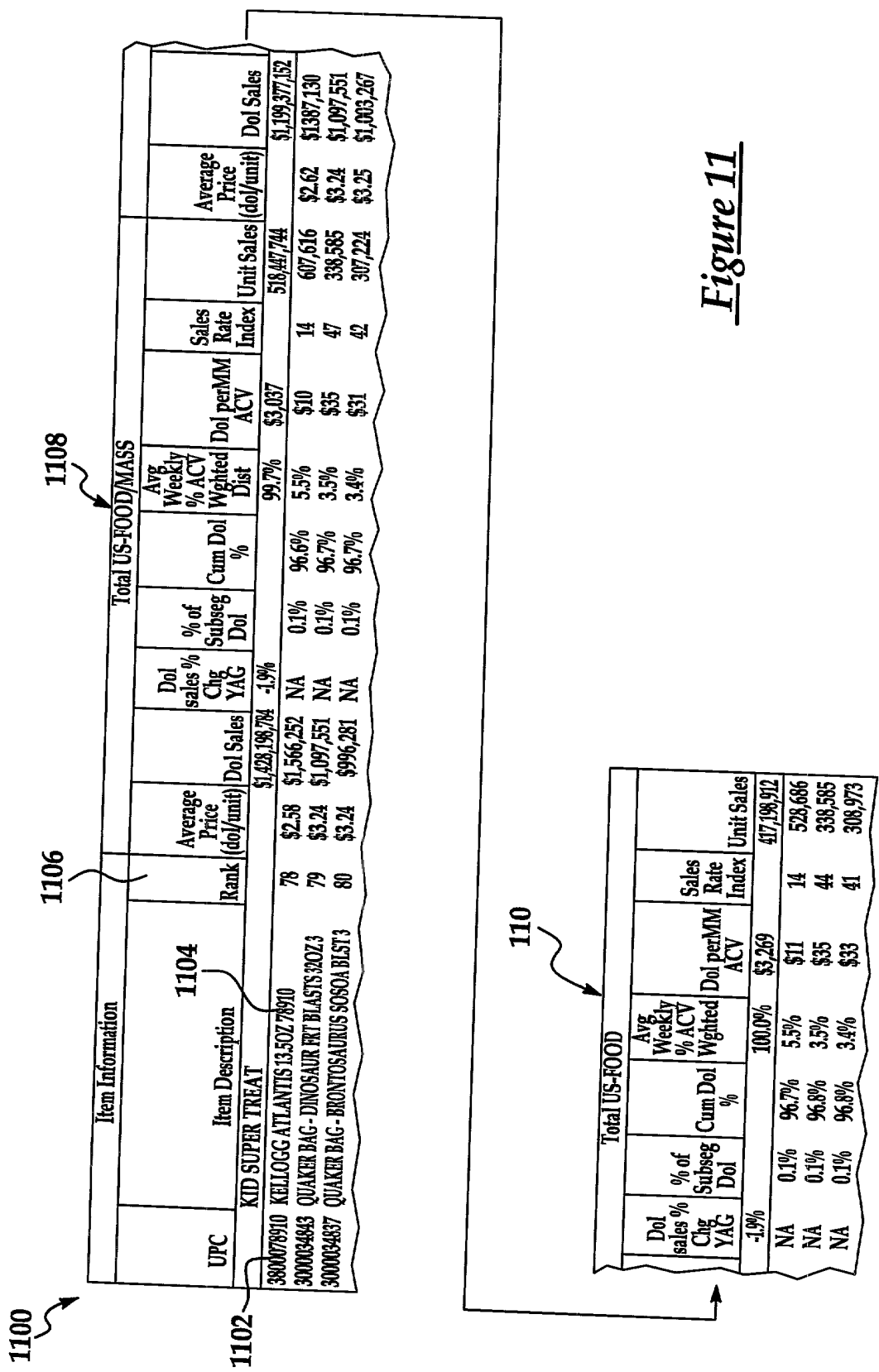


Figure 11

FIG. 11 is a block diagram of a system 1100 for processing data. The system 1100 includes a data source 1102, a data processor 1104, a data storage 1106, and a data output 1108. The data source 1102 provides data to the data processor 1104, which stores the data in the data storage 1106. The data processor 1104 also outputs data to the data output 1108.

1100		1106				1108				1110			
Item Information		Total US-FOOD/MASS				Total US-FOOD				Total US-FOOD			
1102	1104	Average Price (dol/unit)	Dol Sales	Avg Weekly % ACV	Dol perMM ACV	Sales Rate Index	Unit Sales	Average Price (dol/unit)	Dol Sales	Dol Chg YAG	Wghted Dist	Dol perMM ACV	Unit Sales
UPC	Item Description	Rank											
300034893	QUAKER BAG - HONEY GRAHAM'S 32OZ 34893	261	\$3.47	\$4,303,307	10.3%	12.9%	\$79	98	1,239,647	\$3.48	\$4,132,137	\$79	94
4240091503	M-O-M COCO ROOS 32OZ 91503	263	\$3.73	\$4,223,222	21.5%	15.7%	\$64	80	1,132,604	\$3.73	\$4,213,978	\$65	77
3800074300	KELLOGG POWERPUFF GIRLS 8.5OZ 74300	264	\$2.36	\$4,194,226	NA	9.9%	\$41	50	1,776,399	\$2.38	\$3,289,019	\$45	53
													1,187,421
													1,129,871
													1,381,885

1202 1204 1206

Fog Info		petitive		R,D/A		Opp Gap	
Rank In Acc-Seg		Comp A		R,D/A		Opp Gap	
254		N		R		\$4,132,137	
251		N		R		\$4,213,978	
279		N		R		\$3,289,019	

Figure 12

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Security... [Icons]									
D6 - 3.61219569561514									
A	B	C	D	E	F	I			
1	New Assortment - R/D/A								
2				906					
3	Item Information			Chicago, IL					
4	902 UPC	904 Item Description	Rank	Average Price (dol/unit)	Dol Sales	Dol sales % Chg YAG	Avg Weekly % ACV Wghted Dist	Dol A	
5	ADDED ITEMS								
6	1600066110	G MILLS WHAETIES 12OZ 66110	10	\$2.74	\$822,312	3.1%	56.7%		
7	1600086030	G MILLS CHEX MULTI-BRAN 16OZ 86030	15	\$3.07	\$389,476	4.7%	41.7%		
8	4300010713	POST TOASTIES 12OZ 10713	16	\$1.63	\$365,769	67.0%	32.6%		
9	3000006570	QUAKER OAT SQUARE REGULAR 26OZ 06570	18	\$3.95	\$338,825	44.0%	31.9%		
10	3800000810	KELLOG RAISIN BRAN 15OZ 00810	6	\$2.61	\$925,789	84.4%	50.2%		
11	3800000810	KELLOG RAISIN BRAN 15OZ 00810	28	\$2.61	\$925,789	84.4%	50.2%		
12	1600066110	G MILLS WHAETIES 12OZ 66110	35	\$2.74	\$822,312	3.1%	56.7%		
13	1600086030	G MILLS CHEX MULTI-BRAN 16OZ 86030	61	\$3.07	\$389,476	4.7%	41.7%		
14	4300010713	POST TOASTIES 18OZ 10713	65	\$1.63	\$365,769	67.0%	32.6%		
15	3000006570	QUAKER OAT SQUARE REGULAR 26OZ 06570	68	\$3.95	\$338,825	44.0%	31.9%		
16	3800000510	KELLOGG RICE KRISPIES REG 10OZ 00510	10	\$2.83	\$1,142,954	100.9%	52.4%		
17	3800000510	KELLOGG RICE KRISPIES REG 10OZ 00510	21	\$2.83	\$1,142,954	100.9%	52.4%		
18	3800000510	KELLOGG RICE KRISPIES REG 10OZ 00510	71	\$2.83	\$1,142,954	100.9%	52.4%		

Impact Report New Assortment-RDA Top&Bottom 10

[illegible]

1500

A17 = KID SUPER TRAET				
	A	B	C	D
1	Impact Report	1502	1504	1506
2				1508
3				
4	Name of Subsegment	Added Dollars	Deleted Dollars	Category Impact
5				
6	ADULT FIBER	\$0	\$0	\$0
7	ADULT NUTRICOUS	\$0	\$0	\$0
8	ADULT WHOLESOME	\$603,661	\$0	\$603,661
9	ADULT FRUIT AND NUT	\$0	\$0	\$0
10	ADULT RAISIN BRAN	\$291,624	\$0	\$291,624
11	Rollup - ADULT RTE	\$895,284	\$0	\$895,284
12	ALL-FAMILY WHOLESOME	\$360,031	\$0	\$360,031
13	ALL-FAMILY SWEETENED	\$0	\$0	\$0
14	Rollup - ALL FAMILY RTE	\$360,031	\$0	\$360,031
15	KID PRESWEET	\$0	\$0	\$0
16	BETTER KID	\$0	\$0	\$0
17	KID SUPER TRAET	\$0	\$0	\$0
18	Rollup - KID RTE	\$0	\$0	\$0
19	Rollup - READY TO EAT	\$1,033,368	\$0	\$1,033,368
20				

1600

Figure 15

D6 = 3.61219569561514							
	A	B	C	D	E	F	I
1	Top&Bottom 10 Items						
2							
3	Item Information						
4	UPC	Item Description	Rank	Average Price (dol/unit)	Dol Sales	Dol sales % Chg YAG	Avg Weekly % ACV Wghted Dist
15	ADULT NUTRICOUS						
16	Top						
17	3800009110	KELLOGG SMART START 13.3OZ 09110	1	\$3.45	\$2,304,871	-5.6%	95.1%
18	3800001611	KELLOGG SPECIAL K 12OZ 01611	2	\$3.56	\$2,263,324	6.2%	99.1%
19	1600065850	G MILLS TOTAL WHOLE GRAIN 12OZ 65850	3	\$3.63	\$1,792,396	1.1%	99.0%
20	1600065890	G MILLS TOTAL WHOLE GRAIN 12OZ 65850	4	\$4.63	\$1,731,660	0.1%	94.1%
21	3800001621	KELLOGG SPECIAL K 18OZ 01621	5	\$4.73	\$1,518,911	-20.4%	96.4%
22	1600069070	G MILLS TOTAL BROWN SUGAR AND OAT 15.2	6	\$3.66	\$963,601	NA	68.0%
23	1600065960	G MILLS TOTAL CORN FLAKES 10OZ 65960	7	\$3.52	\$875,671	-14.8%	96.1%
24	3800004530	KELLOGG CRACKLIN OAT BRAN 17OZ 04530	8	\$4.44	\$815,710	1.7%	89.1%
25	3800000600	KELLOGG COMPLETE WHT BRAN LAKES 17.3	9	\$3.79	\$801,663	-10.7%	92.5%
26	4300011313	POST NATURAL BRAN FLAKES 16OZ 11313	10	\$2.95	\$721,194	-8.5%	95.7%
27	Bottom						
28	3800012121	KELLOGG COMPLETE OAT BRAN FLAKES 14.8	17	\$4.10	\$91,992	154.6%	7.6%
29	3574215183	HEALTH VALLEY OAT FLAKES 11OZ 15183	18	\$3.65	\$90,421	-9.8%	43.5%

Figure 16